2061034449

If you've enjoyed receiving these Taste of First Class coupons and sweepstakes offer...and you'd like to continue to receive offers like it in the future...we need to hear from you.

Please take just a moment to complete the survey below so we can better match offers to your smoking preferences.

Then sign where indicated, fill in your birthdate and mail the bottom portion.

The sooner we hear from you, the sooner you could be included in upcoming offers.

Philip Morris USA
Customer Service

Detach and mail bottom portion.

YES, KEEP ME ON THE PREFERRED SMOKERS LIST.

Sample A. Sample
123 Main Street
Anytown, US 12345

Print corrections below.

9999999999999999

By responding to this survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free samples of cigarettes and incentive items in the mail, subject to applicable state and federal law.

Signature (required)

X _____

Birthdate (required)

___/___/___
Mo Day Yr

Take a moment to tell us about your smoking preferences.

1. What is your regular brand of cigarettes–that is, the brand you smoke most often?

_____
(brand)

2. Is your regular brand...? *(Check one.)*
☐ Regular/King Size. ☐ 100's or ☐ 120's

3. Is your regular brand...? *(Check one.)*
☐ Menthol or ☐ Non-Menthol

4. Is your regular brand...? *(Check one.)*
☐ Filter or ☐ Non-Filter

5. Is your regular brand...? *(Check one.)*
☐ Lowest/1 mg Tar ☐ Medium
☐ Ultra/Extra Low Tar ☐ Full Flavor
☐ Light/Mild

6. Do you usually buy it by the...?
☐ Pack ☐ Carton ☐ Both Ways

7. What, if any, was your previous brand?

_____
(brand)

8. What brand(s) of cigarettes did you buy for yourself in the past 14 days?
(Note: 1 carton = 10 packs.)

_____ # Packs_____
(brand)
_____ # Packs_____
_____ # Packs_____
_____ # Packs_____

9. If your regular brand were not available, which of the following brands would you consider buying?
(Check all that apply.)

☐ Alpine	☐ GPC	☐ Pyramid
☐ Basic	☐ Kent	☐ Raleigh
☐ Benson & Hedges	☐ Kool	☐ Salem
☐ Best Buy	☐ Maxfloors	☐ Sterling
☐ Best Value	☐ Merit	☐ Store/Generic
☐ *Bristol*	☐ Misty	_____
☐ Bucks	☐ *Monarch*	*(Please specify.)*
☐ Cambridge	☐ Montclair	☐ Superslims
☐ Camel	☐ More	☐ Vantage
☐ Capri	☐ Newport	☐ Viceroy
☐ Carlton	☐ Now	☐ Virginia Slims
☐ Doral	☐ Pall Mall	☐ Winston
	☐ Parliament	

☐ Other_____
(brand)
☐ None

10. Which of the following best describes you?
(Check one in each column.)

☐ African-American	☐ Professional
☐ American Indian	☐ Self-employed
☐ Asian	☐ Homemaker
☐ Caucasian	☐ Skilled Labor
☐ Hispanic	☐ Civil Service
☐ _____	☐ _____
Other	Other

11. Is there another smoker in your household, 21 years of age or older, who is willing to receive free samples of cigarettes and incentive items in the mail? Please print full name and birthdate.

_____ _____ _____
First Name M.I. Last

___/___/___
Birthdate

Moisten here to seal before mailing

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